

1997-98 SESSION  
COMMITTEE HEARING  
RECORDS

Committee Name:

Joint Committee on  
Finance (JC-Fi)

Sample:

Record of Comm. Proceedings ... RCP

- 05hrAC-EdR\_RCP\_pt01a
- 05hrAC-EdR\_RCP\_pt01b
- 05hrAC-EdR\_RCP\_pt02

➤ Appointments ... Appt

➤ \*\*

➤ Clearinghouse Rules ... CRule

➤ \*\*

➤ Committee Hearings ... CH

➤ \*\*

➤ Committee Reports ... CR

➤ \*\*

➤ Executive Sessions ... ES

➤ \*\*

➤ Hearing Records ... HR

➤ \*\*

➤ Miscellaneous ... Misc

➤ 97hrJC-Fi\_Misc\_pt183a

➤ Record of Comm. Proceedings ... RCP

➤ \*\*

## U.W. President Lyllall writes to an *About Cars* fan

[Ed's note. The following letter was received by an *About Cars* supporter who wrote to U.W. President Katharine Lyllall and asked her to look into the *About Cars* cancellation. We have obscured his name to protect his privacy.

Of course Pres. Lyllall's facts about the name of Matt & Lori's new program on Madison's WTDY and when and where it is broadcast are wrong. One wonders what she thinks "more important things" are. Our own Diehard Fan addresses those issues in an open letter to President Lyllall, in the columns to the right of this one.]

September 20, 1996

Dear Mr. -----,

Thank you for your letter of September 17, 1996 concerning the "About Cars" program on Wisconsin Public Radio. This was a controversial decision with strong opinions on both sides. The Legislative Audit Bureau recently looked into this matter and issued its opinion that while arguments could be made on both sides, WPR had a clearly defined process for making programming decisions and followed it properly in this case.

Mr. Joseph's program is now being aired on several commercial stations around the state where his fans can hear "About Cars" at several times during the week. Listeners who prefer "Click and Clack" have the opportunity to hear this program on WPR.

I trust that both sets of listeners will now be served according to their preferences and hope that we can all move on to more important things.

Sincerely,

Katharine C. Lyllall  
President

## An open letter to U.W. President Lyllall:

Dear President Lyllall:

Suppose you gave money to someone to do a very specific thing for you. Then suppose that someone, without consulting you, suddenly decided to do something else with that money. When you asked that someone about the use of the money, he offered a ridiculous explanation. Upon being questioned about the ridiculous explanation, that same someone began attacking your character in part by issuing innuendos. Then when you asked for a full refund of your money that had been misappropriated, that someone refunded less than half of it.

How would you feel about someone who treated you that way? Would you like to be associated with people who treat people that way?

**You** are associated with people who act that way. I've just described the way WPR treated taxpayers, contributors and listeners. Ultimately WPR answers to you, just as you answer to the Legislature, and just as the Legislature answers to us taxpayers. I don't think it's appropriate for public officials (WPR) to fib to listeners and to treat them with contempt and arrogance. It's bad enough for them to take our money while rejecting our opinions. It's even worse for them to use our money to attack us.

I'm still proud of what the U.W. System has accomplished historically, but I can't respect its leaders when they are willing to jeopardize its reputation to cover up the foolish actions of their "lieutenants" and foster the kind of behavior that WPR has practiced for far too long.

I'm enclosing a copy of a letter you sent to a fellow former WPR listener. Between the lines it indicates that you think we are just a bunch of country bumpkins. We may not have all your degrees, but we understand common sense and we know how to treat people decently. We know that you have to delegate authority, but how can you continue to entrust the handling of this mess to those who created it and covered it up? We don't expect people to be perfect. We do expect you to exercise good judgment and common sense.

Even after WPR's management created this mess, we could have respected them, U.W.-- Extension Chancellor Don Hanna, or anyone else in the system with the necessary authority, if they admitted that a mistake occurred and took steps to correct it. There has been ample time for this. You don't get any points when you have to be forced to do what is right. The longer you assist in covering up what WPR did, the worse it will look when you can no longer deny the obvious truth.

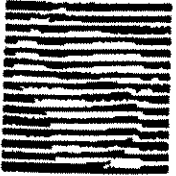
The U.W. System prides itself on being researched based. Why can't it manage itself as if you believe in the scientific process of conducting research and in intellectual honesty?

Despite the degrees that you, Don Hanna, and others have, I question what you know about research. In a letter to an *About Cars* advocate, Chancellor Hanna claims to have thoroughly investigated the cancellation mess and studied the Audit Bureau report on it. Apparently he couldn't find anything wrong with mishandling public money, with fabricating disinformation, and with treating longtime supporters of WPR like dirt, etc. Investigating something is a form of research. Good research is an objective attempt to find the truth and to accept and report that truth, even if you don't personally like it.

There's a plaque on Bascom Hill that reads, "Whatever may be the limitations which trammel inquiry elsewhere, we believe that the great state University of Wisconsin shall ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found." We've tried to help you find the truth but you wouldn't see it. That plaque should also say, "You may not always find the truth, but in the long run it will find you."

Do you really believe that this issue (the integrity of an important component of the U.W. system) is unworthy of any of your attention?"

Diehard Fan



# The University of Wisconsin System

Office of the President

1720 Van Hise Hall, 1220 Linden Drive  
Madison, Wisconsin 53706  
(608) 262-2321 FAX (608) 262-3985

February 21, 1997

Mr. Mark Florence  
W331 State Hwy. 73  
Pittsville, Wisconsin 54466

Dear Mr. Florence: -

I am replying to your letter of February 1, 1997 and its concerns about Wisconsin Public Radio. First, I want to acknowledge your correction to my earlier statement: "About Cars" is currently carried on WTDY and WISC-Channel 3. These commercial stations reach a significant number of Wisconsin listeners/viewers, but they are not "statewide," as you point out.

Second, the Legislative Audit Bureau reviewed the process by which programming decisions are made at WPR. Their report notes: "It is clear the WPR has the right to make programming decisions . . . that an established decision-making process was followed, and that WPR officials have indicated their willingness to pay "About Cars'" program host for the full period of his contract." It also notes ways in which the decision-making process could be improved: provide members of the programming team with more complete information packets, expand meeting minutes to include more detailed reasoning of the team in reaching decisions, consider adopting a criterion that favors local-produced programming, and consider whether the Director of Radio should defer to the program team's decisions on "sensitive and significant" cases.

You should know that steps have been taken to address these recommendations. A single programming team has replaced the two separate Ideas Network and NPR/Classical teams. It is smaller and will receive copies of information materials in advance of its meetings. A full, written explanation will be kept of team decisions and the basis for them. The new, unified team will consider what weight should be attached to locally-produced programs in the decision process. Finally, the Director of Radio will not serve on the program team but will review and approve any recommendations of the team before they are implemented.

I realize that these improvements will not restore "About Cars" to the WPR schedule, but they do address the audit report's recommendations.

Finally, as you are aware, I have recently appointed Dr. Albert Beaver as Interim Chancellor of UW-Extension with the responsibility to review operations and help us continue the important work of this valuable institution. The Interim Chancellor will review Doug Bradley's transfer to WPR and determine whether to continue this assignment. WPR officials

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identified a need to provide senior staff support for promotion and public information ten months ago. A position description was developed and an agreement reached to transfer Mr. Bradley into the position for 75% of his work assignment. It was agreed that a review of the position and Mr. Bradley's transfer would be conducted. Dr. Beaver will now conduct that review and make a final decision.

I believe we agree that UW-Extension and WPR have made important contributions to the people of this state. I appreciate your continuing to care about the University; we will do our best to restore that public faith in one of Wisconsin's most critical assets.

Sincerely,



Katharine C. Lyall  
President

G:\Fres\Florence



## Extension Communications and Information Technology

432 North Lake Street

Madison, Wisconsin 53706

(608) 262-1470

Fax (608) 262-8404

Director

January 2, 1997

Mark Florence  
W331 State Hwy 73  
Pittsville, WI 54466

Dear Mr. Florence:

Thank you very much for your letter of December 17, 1996 and your continued efforts to provide constructive feedback and suggestions to improve Wisconsin Public Radio. You have devoted a great deal of time and energy to this cause, and your efforts are greatly appreciated. Your most recent list of proposals are all very interesting. I have forwarded a copy of your letter and recommendations to the Director of Wisconsin Public Radio, Jack Mitchell who, I'm certain, will consider them all very carefully.

Once again, we appreciate both your dedication to making Wisconsin Public Radio a more effective service, as well as your very specific recommendations concerning how we should do so.

Sincerely,

A handwritten signature in cursive script that reads "Larry Dickerson".

Larry Dickerson

cc: Jack Mitchell



Office of the Chancellor

422 North Lake Street Madison, Wisconsin 53706-1498 (608) 262-3786 Fax: (608) 262-8404

August 28, 1996

Mr. Mark Florence  
Flocrest Dairy  
W331 State Hwy. 73  
Pittsville, WI 54466

Dear Mr. Florence:

Thank you for your letter expressing your thoughts about the Legislative Audit Bureau's report on the *About Cars* issue and Wisconsin Public Radio program decision-making.

I have read and carefully studied the auditors' report. While I cannot agree with the conclusions you have drawn from your review of the document, we have taken steps to review and clarify the process used by Wisconsin Public Radio based on the recommendations made by the auditors.

Again, thank you for letter and your continued interest in this matter.

Sincerely yours,

A handwritten signature in cursive script that reads "Donald E. Hanna".

Donald E. Hanna  
Chancellor



Chancellor

432 North Lake Street Madison, Wisconsin 53706-1498 (608) 262-3786 Fax: (608) 262-6572

June 21, 1996

Mr. Mark Florence  
Flocrest Dairy  
W331 State Hwy. 73  
Pittsville, WI 54466

Dear Mr. Florence:

Again, thank you for taking the time to contact me regarding *About Cars*. I can understand the perspective and the frustration you share in your letter. However, I can assure you that this matter was carefully reviewed. As you suggest, this matter was discussed fully at the Wisconsin Public Radio Association Board meeting in May, and I can also assure you that many discussions within Wisconsin Public Radio occurred about options that might have been possible to maintain the *About Cars* program on the public radio airwaves. Unfortunately, these discussions were not assisted by Mr. Joseph's ongoing position not to consider alternative programming times.

With respect to what you might say to your sons, I would offer this. One important sign of a democracy is the removal from the political arena of decisions about what programs are broadcast on the public's airwaves, which include both *public and commercial* radio and television. You might share this very important principle and most cherished of rights with them, and indicate that while you disagree with the decision in this case, you support the independence of thought required for programmers to make daily difficult decisions without undue pressure from a political process. In this case, despite intense and untoward political pressure, the Program Planning Team made a professional decision and stood by it. While I might also disagree with the decision, I respect the importance of this principle too much to undermine it in any way, and especially when after thorough review and external counsel I believe the decision was made with solid professional reasons and after careful consideration of alternatives.

I highly value your interest in the *About Cars* program, and that of others who have written, and I sincerely hope that it will once again be available to you. And I hope that your sons will at some point in the future, maybe in a University communications class, have the opportunity to explore this example of program decision-making and offer their own individual assessment. Thank you again for your letter.

Sincerely,

||  
Chancellor



COPY

MAY 20 1996

Chancellor

432 North Lake Street Madison, Wisconsin 53706-1498 (608) 262-3786 Fax: (608) 262-6572

May 13, 1996

Representative Rebecca Young  
State Capitol  
P.O. Box 8952  
Madison, WI 53708

Dear Representative Young:

I am in receipt of your letter to the Co-Chairs of the Joint Audit Committee regarding the Wisconsin Public Radio program *About Cars*. Listeners who support the program have shared concerns similar to those which you, Representative Baldwin, and Senator Wineke related in your letter, and WPR staff have a complete record of this support for the program.

WPR staff members are very aware of the changing nature of the financial support for public radio and are making every effort to protect the interests of all listeners. The Program Planning Team for the Ideas Network understood these fiscal realities when it considered the programming change which would have shifted *About Cars* to a Saturday afternoon time slot with an additional rebroadcast Sunday morning. They recognized the value of the program and saw an opportunity to potentially expand the audience and increase the exposure for the program. By doing so and adding *Car Talk* at no additional cost to its program schedule, the Planning Team believed it could improve the Network's overall position with its statewide audiences and increase total listener support.

The outcome to this planning process, however, was very different than was desired by the Planning Team. Unfortunately, Mr. Joseph apparently decided that he could not accept the alternative schedule and chose instead to withdraw the program. If an agreement could have been reached with Mr. Joseph, the program would have continued to be a part of the Network's weekend schedule. It is unfortunate that an acceptable alternative could not be negotiated to the satisfaction of both parties.

Again, thank you for your letter and your expression of concerns. Wisconsin Public Radio and Television recognize the strong support their programs receive from listeners and viewers and believe that programming decisions reflect the interests of all concerned about a financially stable future for public broadcasting in Wisconsin.

Sincerely yours,

Donald E. Hanna  
Chancellor



To: Michael Grebe  
President, U.W. Board of Regents  
Room 1860 Van Hise Hall  
1220 Linden Drive  
Madison, WI 53706

From: Ralph Froelich MD  
3100 Lake Mendota Drive  
Madison WI 53705

My comments will be brief but I have been thinking a long time with a lot of feelings about the dismissal of Matt Joseph from the Saturday morning WHA program. He is an important Wisconsin resource which has been squandered. Hopefully he will be available to some audience but his loss to WHA is a mistake which I hope can be rectified. His program About Cars has been replaced with a national program that tries to be entertaining but seems to me to be one joke which gets repeated for an entire hour. It has almost no substance. In contrast the Matt Joseph program is authoritative, helpful, pertinent as well as entertaining. It was the one single program that could change my Saturday schedule in order to listen to it.

Sincerely,   
Ralph Froelich

May 30, 1996

Mr. Michael W. Grebe  
President, Board of Regents  
Foley & Lardner  
777 E. Wisconsin Avenue  
Suite 3800  
Milwaukee, WI 53202-5367


Dear Mr. Grebe:

This letter is to express my displeasure in your decision to replace Matt Joseph's "About Cars". I have learned a great deal more about cars since tuning into "About Cars" for the past three years. Many times there was so much information during the hour program that I found myself listening to the rebroadcast at 3:00 p.m. on Saturday.

Replacing Mr. Joseph's program with "Car Talk" has been a huge disappointment. While I find their syndicated newspaper column useful, their radio talk show totally misses the mark. If I want an hour long attempt at humor, I'll tune into "What do you Know?". (Their constant cackling is most annoying - they definitely are better to be read and not heard.) If I want intelligent information about the purchase and maintenance of automobiles, your listeners need "About Cars". I believe you have underestimated the intelligence of your general listening audience here in Wisconsin.

Now, because I no longer tune into the 9:00 a.m. time slot, I no longer stay tuned to other programs which follow it (i.e. I'm not listening public radio anymore.) The Ideas Network will not receive any of my time nor contributions until it gets the "idea" to return "About Cars" to the 9:00 am. Saturday timeslot.

Sincerely,



Tom Kannal  
Former Listener

ALL ABOUT CARS  
P.O. Box 5053  
Madison, WI., 53705

April 30, 1996

Dear Matt Joseph,

We first met at the old Sentry building in Stevens Point many years ago, also at Iola a year ago and we have listened most Saurdays.

I too am disappointed at the dropping of "ABOUT CARS" and your program and have written to Mr. Lee Sherman Dreyfus, Mr. Grebe, Pres. Katharine Lyall, Chancellor Hanna and Regent Orr Jr. (also tried to call him) and have called our local contact John & Eva Mae Regneir, and Reprmentative Bill Murat and our Senator Ken Shilbilski, about having the show reinstated.

We changed our schedules twice in attempt to see you and Lori in Madison face-to-face, again, but are unable to change it to make the May 4th meeting at Shorewood Hills Comm. Ctr.

We are also a contributor, to W.P.R. for "ABOUT CARS".

I shall be writing Jack Mitchell next and perhaps Joy Cardin-maybe.

I am my own best mechanic and you have helped me. I have 180,000 on my 1981 Chrysler Cordoba, have never added a drop of oil, changing 90 days and had 238,000 miles on my 1975 Cordoba, when rust got the better of it. We are happy with our '90 Dynsty and are at restoring the 1967 Dodge Coronet 500 which was built for me with my name on the Dash.

Praying for a "win-win" resolution and asking for 9:00 AM on Saturday mornings.

Truly Yours,

*Gerald Schield*  
Gerald Schield  
2625 Bush Street  
Stevens Point, WI.

P.S. We like the content and format, like it has been, a bit strong on Fords, but we'll forgive you.

April 30, 1996

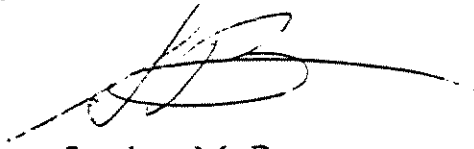
Dr. Katherine Lyall, President  
University of Wisconsin System Administration  
1720 Van Hise Hall  
CAMPUS MAIL

Dear Dr. Lyall:

I realize how busy you are with the University enterprise, and that you don't need any diversions from your priority issues. But I also know that you're concerned about the relationship between elements of the UW System and our varied clienteles and publics. Thus I'm writing you about both a decision and the process by which it was made by Mr. Jack Mitchell, principal administrator of WHA Radio.

I can't tell you how unbelieving, then irate, I was upon reading of the termination of one of the most informative and intelligent shows on WPR -- "About Cars" with Matt Joseph. I'm no car buff, or even enthusiast, but I always found Joseph's analyses of the auto industry, economy, labor issues, environmental aspects, transportation policy, and a potpourri of other items enormously insightful and interesting. Coupled with his car reviews and terrific interaction with the call-in audience, "About Cars" was an almost automatic Saturday morning companion. And now Mr. Mitchell has precipitously and unilaterally decided "no more".

I'm distressed by the loss of this fine show and the manner in which it was done. It smacks of the same kind of decision-making that went with the termination of the Met not too long ago. I hope you'll consider intervening in the decision, especially given the lack of involvement of our listening "partners" in Public Radio, the audience, in this process. I will not pledge one more dime to WPR unless this decision is revisited. But I am equally distressed with the damage done to the image of the University. Matt Joseph is an incredible local talent; Wisconsinites across the state will be outraged at losing his contribution to their lives. To substitute a light-hearted syndicated surrogate for the best of home-grown talent hardly seems to be in the best interests of WHA Radio and the University at large.



Stephen M. Born  
Professor of Planning and Environmental Studies  
UW-Madison



## Scroggins Associates, Ltd.

Public Relations • Marketing Communications

May 6, 1996

Katharine Lyall  
President, U.W. System  
Room 1720 Van Hise Hall  
1220 Linden Drive  
Madison, WI 53706

Dear Ms. Lyall:

I was shocked to hear of the cancellation of the show "About Cars" on Wisconsin Public Radio. The high-handed manner in which it was sprung on listeners is even more disturbing.

As a regular listener, I looked forward to the informative and entertaining broadcasts each week. When, with no prior announcement, the show was suddenly replaced by "Car Talk," I felt sick and betrayed.

I can't understand why a popular, high-quality show that is locally produced and hosted is being replaced with one that is none of those things. After listening to the first few minutes of the buffoons on "Car Talk," I had to turn it off. How can two idiots talking nonsense be seen as a replacement for one of the most informative shows in your lineup? Perhaps adding "Send in the Clowns" as theme music would help set the stage. I'd suggest you leave the humor to Michael Feldman, who is much better at it. Programming decisions like this can only hurt Wisconsin Public Radio.

Although my wife and I have contributed during past fund drives, we are rethinking our commitment. You have definitely lost us as listeners during the 9:00 A. M. Saturday slot.

Please look into this, and let me know what can be done to reverse this horrible state of affairs. Wisconsin Public Radio and its listeners deserve better.

Sincerely,

Ray I. Scroggins



Ms. Judith A. Temby  
Secretary, Board of Regents  
University of Wisconsin  
1860 Van Hise Hall  
Campus

UNIVERSITY OF  
WISCONSIN-MADISON  
MEDICAL SCHOOL

5th May 1996

Dear Ms. Temby:

I appeal to you to aid a large group of supporters of and contributors to the Wisconsin Public Radio program *About Cars* to have this program reinstated by WPR Director Jack Mitchell.

Matt Joseph, the creator and host of *About Cars*, was cashiered about ten days ago by Mr. Mitchell, although Mr. Joseph's one year contract ran until July, in a dispute over timing of the program. *About Cars* has, in a few years, created a faithful following of women and men who are interested in cars. My wife, Sandy, and I enjoy driving our cars and we very much appreciate Mr. Joseph's intelligent and thorough analyses of automobile creators and manufacturers which he terms News from Autodom, and his and Lori Skelton's comprehensive evaluations of new automobile and truck models. We believe that the call-in aspects of the program are secondary as we have no interest in maintaining, revising, or restoring our newer model cars.

In place of a locally produced profound commentary on automobiles, Mr. Mitchell immediately put Click and Clack in the 9 AM Saturday slot. This program originates in Boston, is really a comedy program by two too-often witless brothers, and allows only 3-4 calls during each hour's program from troubled car owners throughout the entire United States. This program failed on WPR several years ago and is expensive to purchase for the multiple transmitters that carry WPR's programming throughout the State.

You will recall that Mr. Mitchell threatened to remove the live broadcasts of the Metropolitan Opera from Wisconsin Public Radio in 1993. This was met with a storm of protest, forcing Mr. Mitchell to acquiesce and agree to keep the Met on the air "for another year." The Met broadcasts continue, yet in 1996, and a watchdog committee of Opera buffs maintains its vigilance as to Mr. Mitchell's behavior.

The Legislative Audit Bureau is being asked to look into how Wisconsin Public Radio is administered, how programming decisions are made without listener surveys and opinions, and how the \$9.3 million annually of state, federal, and private monies are spent.

Your assistance with the agenda of the next Board of Regents meeting will be most beneficial for the reinstatement of *About Cars* to the air, and to the improvement of Wisconsin Public Radio so that it will better fulfill the University of Wisconsin Extension's mission of taking the University's knowledge and expertise to the boundaries of the State of Wisconsin.

Sincerely,

John Bryant Wyman, M. D.  
Section of Gastroenterology

Department of Medicine



UNIVERSITY OF  
WISCONSIN-MADISON  
MEDICAL SCHOOL

Mr. Michael Grebe  
President, Board of Regents  
University of Wisconsin  
1860 Van Hise Hall  
Campus

5th May 1996

Dear Mr. Grebe:

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Thank you for considering assisting in the reinstatement of *About Cars* to the air, and to the improvement of Wisconsin Public Radio so that it will better fulfill the University of Wisconsin Extension's mission of taking the University's knowledge and expertise to the boundaries of the State of Wisconsin.

Sincerely,

John Bryant Wyman, M. D.  
Section of Gastroenterology

Department of Medicine



UNIVERSITY OF  
WISCONSIN-MADISON  
MEDICAL SCHOOL

President Katharine Lyall  
University of Wisconsin System  
1720 Van Hise Hall  
Campus

5th May 1996

Dear President Lyall:

I appeal to you to assist a large group of supporters of and contributors to the Wisconsin Public Radio program *About Cars* have this program reinstated by WPR Director Jack Mitchell.

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Sincerely,

John Bryant Wyman, M. D.

Department of Medicine



5-16-96

Michael W. Grebe  
President, Board of Regents  
Foley & Lardner  
777 East Wisconsin Ave.  
Suite 3800  
Milwaukee, WI 53202

ABOUT CARS-Wisconsin Public Radio

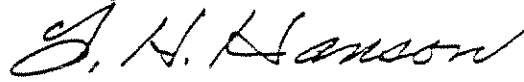
There is very real concern and frustration on the part of thousands of regular listeners for many years of the excellent Wisconsin-produced auto-dom by Matt Joseph which was cancelled because of a very inappropriate decision apparently by one Jack Mitchell - who lays blame to an "Ideas Team" decision. Regardless of the cancellation idea's origin, it has I believe stirred up a hornet's nest from WPR listeners and if not corrected - angry former financial supporters.

This was a program by a qualified expert in automobile matters who had a program not of supposed hilarity but of real practical value probably comparable to Dr. Zorba Paster's program at 8:00 a.m. Saturday mornings. The replacement "junk" comes from Boston rather than being Wisconsin-produced from a location locally known as Cross Plains. Perhaps other members of NPR take an elite view of Boston location but with Wisconsin people Wisconsin-produced has been a far more reliable and worthy source of information.

In response to listener-supporters of ABOUT CARS by Matt Joseph, it is learned from very reliable sources that the WPR persons are providing fictitious figures regarding calls received. When about 75 calls are reported by a WPR source, a check of communications shows 254 phone contacts, and I can't believe any are from fans of "Click & Clack". Even though we are assured of the "many requests" for the Boston pair, I would suggest that an audit of those many requests would be an embarrassment to the suppliers of that count. Something comparable to body counts from Vietnam! (In true figures). In fact, I sincerely believe a complete audit of Wisconsin "Public" Radio would be enlightening. These persons decision in About Cars shows a complete disregard toward listener-supporters and responders to fund raising appeals. It is my understanding that Matt and Lori were among the highest in viewer loyalty and dollars pledged. Then to treat those persons as having no rights to program continuance is beyond belief.

Your concern and action in regard to this unfortunate situation before disaster hits Wisconsin Public Radio and its quality people - many of whom listeners follow daily, will be appreciated.

Thank you.

  
Francis H. Hanson  
710 Greenway Rd., Monona, WI 53716

Copies to:  
Katharine Lyall Pres. UW-System  
Don Hanna, Chancellor, UW Extension  
Doris Hanson, Assembly Rep. 48th Dist  
Matt Joseph, ABOUT CARS  
Ben Brancel, Chairman, Joint  
Finance Committee

Page 2

Recently I received a fund-raising solicitation from Wisconsin Public Radio. I've been a long-time supporter of the station and was always happy to contribute whatever I could to keep programs like "About Cars" on the air. You will not be receiving my annual membership donation this year, however. Per your request I returned the enclosure card, but not until I put a check mark next to explanation number four. You have changed something I like and I am protesting by not donating.

Sincerely,

Joseph L. Stoll

cc: Katharine Lyall - President, U.W. System  
Michael Grebe - President, U.W. Board of Regents  
State Representative Rebecca Young  
State Senator Fred Risser  
Donald E. Hanna - Chancellor UW-Extension  
Members of the U.W. Board of Regents  
The Wisconsin State Journal  
The Capitol Times  
Isthmus Newspaper

JOSEPH L. STOLL  
5002 HOLIDAY DRIVE  
MADISON, WI 53711  
(608) 288-0444

**COPY**

May 15, 1996

Mr. Jack Mitchell  
Wisconsin Public Radio  
Vilas Communication Hall - Room 7152  
Madison, WI 53706

Dear Mr. Mitchell:

As a long-time listener and supporter of Matt Joseph's "About Cars" you can understand my disappointment at your decision to cancel his show and replace it with Click and Clack, the Beavis and Butthead of automotive journalism.

Since 1991 "About Cars" has become a regular part of my Saturday morning. On days when I wasn't able to tune into his morning program I would tape it and listen to it later in the day. I even volunteered to do the breakfast dishes during Matt Joseph's show just so that I could listen to "About Cars." Needless to say, this made my wife a fan of Matt's as well.

I trust Matt Joseph's expertise. I was pleased to have the opportunity to ask him questions about my car during the call-in portion of his show. His responses were accurate and concise. I wouldn't even attempt to call Click and Clack. Not being a locally produced show it's nearly impossible to get through on their call-in line. And I seriously doubt I would trust any advice they would give me.

"News From Autodom" and the new car and truck reviews were my favorite portions of Matt Joseph's show. I found them most informative. I want as much information as I can get before purchasing my next new vehicle. You can be certain that I won't be tuning in to Click and Clack for their recommendations.

COPY

May 10, 1996

Michael Grebe  
President, U.W. Board of Regents  
Room 1860 Van Hise Hall  
1220 Linden Drive  
Madison, Wis. 53706

Greetings,

I am writing at this time to express my feelings about the removal of Matt Joseph's "About Cars" from the Saturday morning lineup on WHA.

I am enclosing a copy of a letter written to Jack Mitchell which expresses my views on the program change. I am disappointed that WHA would choose to discard a very popular locally produced program in favor of a canned production of inane humor. I can't help but believe that Mr. Mitchell failed to do his homework. His view that the success of this other program nationally is due to the quality of the program may be in error. Perhaps the success of the other program is due to the fact that there isn't anything else of quality available. I think that given the track record of the two programs at WHA, listeners will choose quality if given the opportunity.

Thank you for listening to my comments.

Richard L. Meyer  
1020 Maple Ave.  
Waupun, Wis. 53963

cc. Matt Joseph

COPY

May 10, 1996

Katharine Lyall  
President, U.W. System  
Room 1720 Van Hise Hall  
1220 Linden Drive  
Madison, Wis. 53706

Greetings,

I am writing at this time to express my feelings about the removal of Matt Joseph's "About Cars" from the Saturday morning lineup on WHA.

I am enclosing a copy of a letter written to Jack Mitchell which expresses my views on the program change. I am disappointed that WHA would choose to discard a very popular locally produced program in favor of a canned production of inane humor. I can't help but believe that Mr. Mitchell failed to do his homework. His view that the success of this other program nationally is due to the quality of the program may be in error. Perhaps the success of the other program is due to the fact that there isn't anything else of quality available. I think that given the track record of the two programs at WHA, listeners will choose quality if given the opportunity.

Thank you for listening to my comments.

Richard L. Meyer  
1020 Maple Ave.  
Waupun, Wis. 53963

cc. Matt Joseph

P.O. Box 333  
Baraboo, WI 53913

May 8, 1996

Michael Grebe  
President, U.W. Board of Regents  
Room 1860 Van Hise Hall  
1220 Linden Drive  
Madison, WI 53706

Re: Wisconsin Public Radio Program "About Cars"

Dear Mr. Grebe:

I write to protest the cancellation of "About Cars".

My concern is for the health of Wisconsin Public Radio. I have been a regular listener to--and supporter of--Wisconsin Public Radio for several years. I believe that "About Cars" had a relatively large audience and did well in pledge drives. Thus, the loss of this program is a loss for Wisconsin Public Radio.

I am also concerned about a decision process which would lead to cancellation of such a program. Surely a cost/benefit analysis would have indicated retention of "About Cars" in its 9:00 a.m. time slot. I trust that you are familiar with the issue between Mr. Joseph and Mr. Mitchell regarding the format of approximately ten minutes of each broadcast. Even assuming for the sake of argument that Mr. Mitchell's views regarding format were correct, I believe that his wiser course would have been to retain the program with its [in Mr. Mitchell's view, flawed] format.

Sincerely,



Lawrence J. Landwehr, J.D.

pc: Matt L. Joseph

N:\lj1\joseph-m.102

U

June 3, 1996

Joy Cardin  
821 University Ave.  
Madison, WI 53706

Greetings,

I am writing to you at this time for two reasons. First, I would like you to add my name to the list of listeners who are very unhappy about the removal of Matt Joseph from the Saturday morning program schedule. Second, and I am writing to you instead of to Jack Mitchell because he does not see fit to answer my letter, I would like a list of the names and addresses of the nine members of the Ideas Network Planning and Evaluation Team.

Thank you very much for your response to this request.

*R. L. Meyer*

Richard L. Meyer  
1020 Maple Ave.  
Waupun, WI 53963

cc. Katharine Lyall  
Matt Joseph ✓



# McWILLIAMS EYE CARE CLINIC

May 23, 1996

Editors  
RADIO UNDERCOAT  
P.O. Box 5053  
Madison, WI 53705

Dear Editors,

I wanted to join the chorus protesting the departure of Matt Joseph's "About Cars" from Wisconsin Public Radio.

This was one of the more intelligent, informative, and entertaining programs carried by WPR. The fact that it was locally produced made it even more appealing to me as a listener.

I understand both sides of the issue, but must tell you that this action confirms my hunch that WPR is dominated by elitist, arrogant, politically correct bureaucrats.

If you are interested in appealing to ordinary citizens living outside of the beltway I urge you to exercise a little "tough love" on the current administrators at WPR, and demand that Matt Joseph be put back on the air.

I will not be renewing my membership in WPR until "About Cars" returns to WPR.

Sincerely,

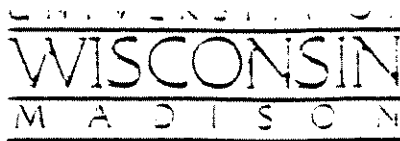
Thomas McWilliams

cc: Michael Grebe  
Don Hanna  
Katharine Lyall



Most sincerely,

Marshall J. Cook,  
professor of journalism  
University of Wisconsin-Madison  
Division of Continuing Studies



262-4911

Katharine Lyall  
President, University of Wisconsin System  
1720 Van Hise Hall  
1220 Linden Drive

Dear President Lyall,

I am most distressed to learn that Jack Mitchell has canceled Matt Joseph's *About Cars* on WHA radio. I am also surprised, and I feel a bit betrayed.

I have served on the University System's *Public Broadcasting Advisory Committee* for the past several years. At the last two annual meetings, I brought up the subject of Matt's program and the possibility of seeking funding to syndicate the program nationally. Jack assured me that funding sources were being sought for Matt's program. He gave no indication that he or anyone else had any problems with the program. The possibility of canceling the program was never mentioned or alluded to during these meetings or in any conversations or correspondence that included me. Thus my surprise and my sense of betrayal.

I don't mean to indicate that the Public Broadcasting Advisory Committee should be consulted on every program decision. But if the Committee is to have any viable function, it would seem that its members should at the very least be briefed and given reasons for such a major programming change.

Had my opinion been sought regarding Matt's program, I would have noted that it is one of the outstanding offerings on any radio station anywhere, that it serves the people of Wisconsin well, and that it speaks extremely well for the University System that nurtures it. Week after week, I have been struck by the range and depth of Matt's knowledge and by his ability to express that knowledge in simple, understandable terms. I have also been struck by the range of his audience; people from all walks of life call in with their questions, making Matt's program a prime example of the Wisconsin Idea of bringing knowledge to the boundaries of the State.

Matt's program should be reinstated immediately to minimize the damage its sudden and arbitrary cancellation has done, to the listeners, to the Wisconsin Ideas Network and to the reputation of the University System. At the very least, Matt deserves a hearing before the Public Broadcasting Advisory Committee, where he will find a staunch advocate in me.

I know you have many matters of great import pressing for your time and attention. If you could take some of that time to rectify this wrong, I would be most grateful. If I can be of any help to you in this matter, please don't hesitate to call on me.

Communication Programs  
Division of Continuing Studies

June 2, 1996  
Donald C. Gostomski  
1414 Mayfield Lane  
Madison WI 53704

Katharine Lyall  
President, U.W. System  
1720 Van Hise Hall  
1220 Linden Drive  
Madison WI 53706

Dear President Lyall

I hope you will help settle the dust, and get Matt Joseph and "About Cars" reinstated on Wis. Public Radio at the regular Sat. 9AM time slot.

My friends and I are constantly amazed at his technical knowledge about cars and his fantastic memory in that regard.

Replacing "About Cars" with "Click and Clack" (Yak and Yak) is adding insult to injury. Certainly "About Cars" fulfills the U.W. Extension mission of being informative more than Yak and Yak does.

I don't like the idea of stopping my financial support of Public Radio, because it reminds me of the old saying "cutting off your nose to spite your face" but my enthusiasm for WHA is waning. Please have the affected parties reconsider their decisions.

C.C. DON Hanna - U.W. Extension  
Radio Undercard.

Thanks -  
Donald C. Gostomski

6/3/96

Katherine Lyall  
President, U. W. - System  
1720 Van Zee Hall  
1220 Linden Drive  
Madison Wisconsin 53706

Dear President Lyall

By now I am certain the folks  
at Public Radio know that  
from a business perspective, it makes  
sense to restore Matt Joseph's "about Cars"  
to its rightful place on Saturday  
mornings.

Perhaps they need motivation from  
higher authority to get the job  
done? I urge you to use your  
influence to "show them the light"  
on what should be a "no Brainer"  
business decision - restoring the best  
show on public radio.

Sincerely,  
John F. Mace

May 30, 1996

Ms. Katharine Lyall  
President, UW-System  
1720 Van Hise Hall  
1220 Linden Drive  
Madison, WI 53706

Dear Ms. Lyall:

This letter is to express my displeasure in your decision to replace Matt Joseph's "About Cars". I have learned a great deal more about cars since tuning into "About Cars" for the past three years. Many times there was so much information during the hour program that I found myself listening to the rebroadcast at 3:00 p.m. on Saturday.

Replacing Mr. Joseph's program with "Car Talk" has been a huge disappointment. While I find their syndicated newspaper column useful, their radio talk show totally misses the mark. If I want an hour long attempt at humor, I'll tune into "What do you Know?". (Their constant cackling is most annoying - they definitely are better to be read and not heard.) If I want intelligent information about the purchase and maintenance of automobiles, your listeners need "About Cars". I believe you have underestimated the intelligence of your general listening audience here in Wisconsin.

Now, because I no longer tune into the 9:00 a.m. time slot, I no longer stay tuned to other programs which follow it (i.e. I'm not listening public radio anymore.) The Ideas Network will not receive any of my time nor contributions until it gets the "idea" to return "About Cars" to the 9:00 am. Saturday timeslot.

Sincerely,



Tom Kannal  
Former Listener

To: Katharine Lyall  
President University of Wisconsin  
Madison, WI 53706

June 5, 1996

From: Ralph Froelich MD  
3100 Lake Mendota Drive  
Madison WI 53705

My comments will be brief but I have been thinking a long time with a lot of feelings about the dismissal of Matt Joseph from the Saturday morning WHA program. He is an important Wisconsin resource which has been squandered. Hopefully he will be available to some audience but his loss to WHA is a mistake which I hope can be rectified. His program About Cars has been replaced with a national program that tries to be entertaining but seems to me to be one joke which gets repeated for an entire hour. It has almost no substance. In contrast the Matt Joseph program is authoritative, helpful, pertinent as well as entertaining. It was the one single program that could change my Saturday schedule in order to listen to it.

Sincerely,

  
Ralph Froelich

James H. Griffin  
4905 Bayfield Terr.  
Madison, Wisconsin 53705

6-9-96

Mr. Grieba -

Re: Matt Joseph

I have written Jack Mitchell regarding my displeasure at removal of "About Cars" from WHA Saturday morning radio which my wife & I looked forward to each week. This was to no avail... so far.

A solution would be to return Matt Joseph to the 9:00 AM Saturday slot and broadcast the slap stick "Car Talk" at 3:00 P.M. Click & Clack brothers do give automobile information, but they are too silly for an adult automobile show. Click & Clack at 3:00 PM would be fine with us as we are listening to Bob Brinker's financial program on 1480 at that time and also on Sundays.

Just get Matt Joseph back on Saturday morning.

C.C. Katherine Lyall  
Don Henna

*Jim Brinker*

\$10.00

U This letter was sent to Katherine Lyall + D. Hanna

I am writing to express my great concern at the dumbing down of WI Public Radio.

In the past few years programs with content have been replaced with programs that copy commercial radio. Car Talk is the most recent example of this.

What has happened to striving for excellence?

Audrey Brady  
3002 Bluff St

Madison WI 53705



6/8/96

Ms. Katharine Lyall  
President, UW-System  
1720 Van Hise Hall  
1220 Linden Drive  
Madison, WI 53706

Ms. Lyall,

I am writing in regards to the "About Cars" radio program which my wife and I listened to regularly on WPR. Used to listen to, that is.

It has been nearly two months since Matt Josephs' automotive news, commentary, advice and opinion have been gone from the airwaves of Wisconsin Public Radio and I will not take up your time with rants of the alleged replacement program. Instead, since it is my understanding that you may perhaps be someone who might be in a position to correct a horrible wrong I wish for you to know that I am prepared to personally beg and plead without any regard to my own humility for Matt's return.

My wife and I live in rural northern Wisconsin, (in the cold, snow, mud and heat) and rely dearly upon our transportation. Both our truck and our car were acquired (new) by way of reviews, reports and discussions gathered from "About Cars". We have been tuned in for many years for the subsequent maintenance and care practices which have all come by way of Matt's knowledge.

There is absolutely *nobody else* out there today who is doing anything that even remotely resembles what Matt Josephs' "About Cars" radio program had to offer! And it's gone!

I have to wonder about the people who let this happen, deciding that this would be a good thing. I have to wonder what kind of vehicles they drive and what kind of shape they're in. Maybe it doesn't matter because they can afford to buy new ones every year. Or maybe they just drive straight to the garage when ever some little rattle or squeak starts making it's presence and they don't care what it is or how it gets fixed. Or maybe they just don't pay attention to squeaks, rattles, or anything and they just drive them right into the ground. I have to wonder.

Please... bring back Matt Josephs' "About Cars" to WPR!

Sincerely,

Steve and Donni Cordes  
Route 1 Box 22  
Mason, WI 54856  
cordess@win.bright.net

MAY 22, 1996

A COPY OF THIS LETTER WAS SENT TO THE FOLLOWING  
PEOPLE -

MICHAEL GREENE  
KATHARINE LYALL  
DON NAWA

AS A LONG TIME LISTENER OF MATT JOSEPH'S "ABOUT CARS", I AM  
DISAPPOINTED THAT MR. JACK MITCHELL OF WPR WOULD CANCEL THE SHOW IN  
FAVOR OF THE COMEDY TEAM CALLED "CLICK AND CLACK".

MATT JOSEPH OFFERED AN ARRAY OF AUTOMOTIVE INFORMATION SUCH  
AS ENGINE PROBLEMS, BUYING A CAR, ESCORTED TRIPS TO THE CHICAGO AUTO  
SHOW, CLASSES ON RESTORING CARS, AND INTERVIEWS WITH VARIOUS AUTOMOTIVE  
EXPERTS. HIS PROGRAM IS UNIQUE AND SHOULD BE EXPANDED RATHER THAN  
CANCELED.

THE MAGLIOZZI BROTHERS ARE NOTHING MORE THAN A VAUDEVILLE ACT  
AND A TOTAL WASTE OF MY TIME. PUT JOSEPH BACK ON THE AIR.

SINCERELY,

EDWARD DAVISON

505 OWEN ROAD

MADISON, WI 53716

P.O. Box 333  
Baraboo, WI 53913

May 8, 1996

Katharine Lyall  
President, U.W. System  
Room 1720 Van Hise Hall  
1220 Linden Drive  
Madison, WI 53706

Re: Wisconsin Public Radio Program "About Cars"


Dear Dr. Lyall:

I write to protest the cancellation of "About Cars".

My concern is for the health of Wisconsin Public Radio. I have been a regular listener to--and supporter of--Wisconsin Public Radio for several years. I believe that "About Cars" had a relatively large audience and did well in pledge drives. Thus, the loss of this program is a loss for Wisconsin Public Radio.

I am also concerned about a decision process which would lead to cancellation of such a program. Surely a cost/benefit analysis would have indicated retention of "About Cars" in its 9:00 a.m. time slot. I trust that you are familiar with the issue between Mr. Joseph and Mr. Mitchell regarding the format of approximately ten minutes of each broadcast. Even assuming for the sake of argument that Mr. Mitchell's views regarding format were correct, I believe that his wiser course would have been to retain the program with its [in Mr. Mitchell's view, flawed] format.

Sincerely,

  
Lawrence J. Landwehr, J.D.

pc: Matt L. Joseph

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COPY

608-B Eagle Heights  
Madison, Wisconsin 53705  
May 3, 1996

Katharine Lyall  
President, U.W. System  
Room 1720 Van Hise Hall  
1220 Linden Drive  
Madison, Wisconsin 53706

Dear Dr. Lyall:

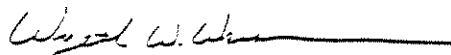
We are writing to express concern about Wisconsin Public Radio. As devoted listeners and contributors we are disturbed by recent programming decisions.

In the past few years Jack Mitchell has angered listeners with poorly considered programming decisions. When Mr. Mitchell canceled the Metropolitan Opera broadcasts, public reaction forced WPR to backtrack. Now Mr. Mitchell has angered hundreds to thousands of listeners like ourselves by canceling *About Cars*. Something is amiss. Why do dedicated listeners have to fight these changes every year by carrying out damaging fights in the newspapers and over the airwaves? We encourage you to help WPR establish a process to obtain listener opinions before these decisions are made. Let's take the heat off Mr. Mitchell by letting listeners have a louder voice in programming decisions.

As supporters of WPR we'd like to see an end to the bitter fight developing over *About Cars*. This Wisconsin produced program has a large group of supporters who tuned in weekly to hear Matt Joseph's advice and views. To listeners like ourselves, the decision to replace *About Cars* with the irritating East-coast program *Car Talk* is an unacceptable intrusion in our weekend routine. I suspect that Mr. Mitchell's decision was based primarily on his inability to work with Matt Joseph, not on the claimed cost differential in the programs. We believe a single call for support from listeners would generate the revenues needed to offset the cost difference. If the decision arose from personality conflicts, we'd argue that on-air talent with dedicated listener support is far more valuable than the satisfaction of an administrator who has consistently exasperated listeners with his decisions. The public wants *About Cars* on Public Radio. Please encourage Mr. Mitchell to set aside his differences with Matt Joseph and bring *About Cars* back to Wisconsin Public Radio.

Thank you in advance for ending these silly disputes by helping bring *About Cars* back to Wisconsin Public Radio and working with Jack Mitchell to make sure the Opera/*About Cars* problems do not re-occur.

With sincerity from dedicated listeners,



Wyeth W. Wasserman



Stephanie R. Wasserman